

**FINAL SEED GRANT REPORT:**  
**Business Cluster**  
**Focused Marketing**

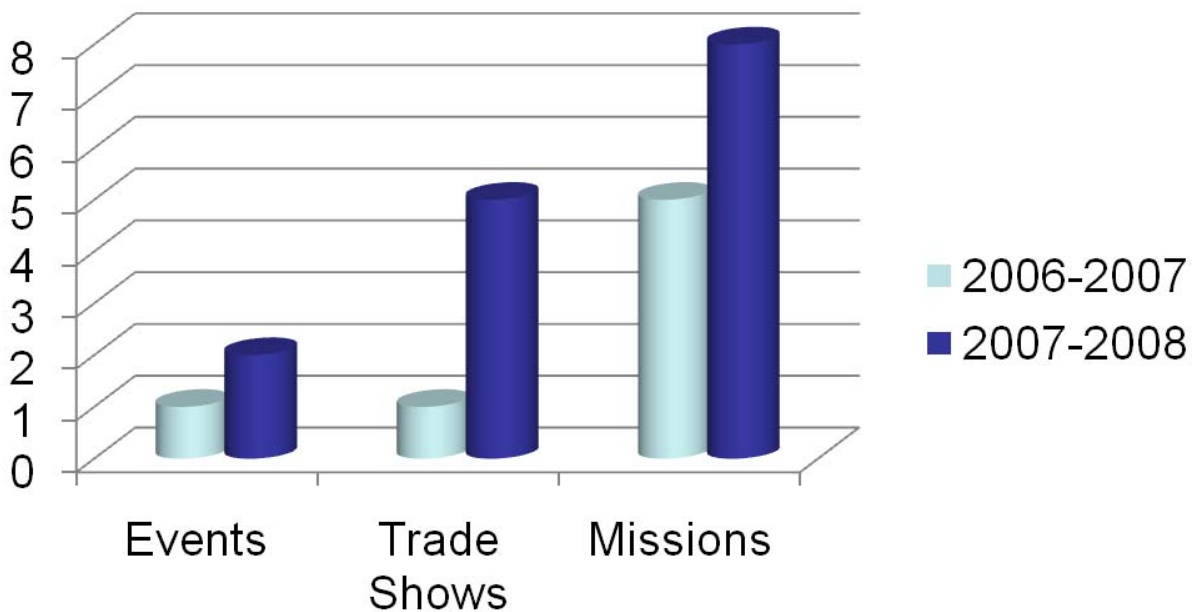


**Project Summary:** Central California Economic Development Corporation (CCEDC) working through the California Partnership for the San Joaquin Valley (Partnership) envisions giving the San Joaquin Valley a competitive marketing advantage by taking its message on the road. CCEDC experiences tremendous competition for new business development both statewide and nationally. In the past few years, CCEDC has undertaken a new brand and marketing campaign that has increased exposure of the Valley and created new investment. The opportunity exists for CCEDC to display a “best practices” approach in regionalism.

**Background:** For years California has been known as a state with two population hubs: the Bay Area and Southern California. For many inside and outside the state, the Central Valley has remained relatively obscure; someplace to drive through on the way to either end of the state. But the Partnership is challenging that obscurity and bringing the economic options of Central California into the light by giving the eight-county area a unified voice.

**Seed Grant Focus:** To undertake marketing the Central Valley, the Partnership awarded a seed grant of \$225,000 to the CCEDC to assist in marketing efforts and as a way of stimulating economic growth, focusing on various “cluster” industries that have great potential in the San Joaquin Valley. Those clusters include agri-businesses such as food processing, agricultural technologies and biotechnologies, manufacturing, supply chain management and logistics, health and medical care and renewable energy businesses.

**Increase in Activities due to Seed Grant**



**FINAL SEED GRANT REPORT:  
Business Cluster  
Focused Marketing**



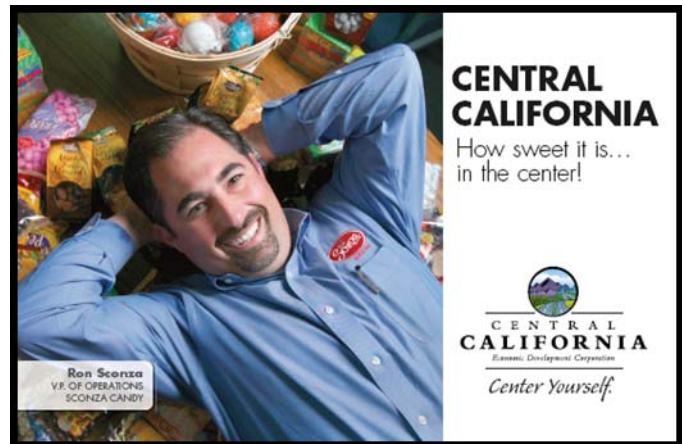
**Marketing Central California**

The entire eight-county region has worked together to market the new brand “Central California...Center Yourself” through national meetings with site selectors, trade shows and a vibrant marketing plan. The comprehensive program that contacts 500 brokers per quarter and 2,000 businesses per year has generated:

- 160 meetings with site selectors in national markets
- 450 business contacts from trade shows and events

Resulting in:

- 70 community proposals generated for companies looking into a location
- 12 site tours by companies looking for a location
- 560 new industrial jobs



**Trade Shows**

The seed grant has allowed the CCEDC to double its marketing efforts at important national industry trade shows such as the West Pack Show held recently in Anaheim and the annual Process Expo trade show in Chicago. Over 450 new business contacts have been made.

*“By being at trade shows or undertaking trade missions we’re carrying the message that we are open for business and want to help,” explains Scott Galbraith a CCEDC board member.*

- FoodPack Trade Show in Las Vegas
- WestPack Trade Show in Anaheim
- IAMC in Phoenix
- SIOR in Washington DC
- Process Expo in Chicago



